

Guttenberg A "Great Place"

Narrative

Many years before the Governor officially asked the question, German immigrants figured it out. The riverside area tucked between the Mississippi River and the Limestone Bluffs that edged the frontier, the area now known as Guttenberg, *is a Great Place*. No matter which way visitors enter, they are welcomed by dramatic overlooks of the historic town and the plethora of natural resource treasures that surround it. This historic German community is nestled in the heart of the Upper Mississippi River National Fish and Wildlife Refuge, next to stately US Army Corp of Engineer Lock and Dam Number 10 and numerous local, state and private natural resource areas, Guttenberg is a shining example of an Iowa community that embraces its past, welcomes its future and recognizes its potential.



The natural beauty and abundant natural resources in and around this Mississippi River town are only matched by the spirit and commitment of its residents. As visitors explore Guttenberg, for a short stay or for a lifetime, they feel the heartbeat of this community that is actively discovering itself and eager to welcome newcomers. They find residents that are passionately and lovingly engaged in building their community and inspiring each other, Iowans working together to overcome challenges and identify opportunities. The commitment, love and passion of the residents is exemplified in the preservation and restoration of 70 historic sites listed on the National Historic Register, more per capita than any town in Iowa. They are also demonstrated on every street corner and in every park, where descendants of German immigrants, visitors and new residents enjoy beautiful, clean, highly accessible facilities. On a deeper level, these qualities are confirmed by Guttenberg's new marketing plan, which was developed over a six-month period to articulate ideas and methods for bringing increased economic and social diversity to the area. The plan not only included analysis of community strengths, it recognized weaknesses. It not only looks at Guttenberg from the inside out but also from the outside in, collecting input from both external and internal stakeholders. For as much as the residents love their isolated town they are not isolationist, they know they live in a *Great Place* and they proudly march into the future, inviting people from all over the world to do business, live, work and play with them!

The City of Guttenberg invites the State of Iowa to recognize Guttenberg as a *Great Place* and join them in developing their riverfront. With Iowa's help Guttenberg can accomplish its Mission: *"To recreate the Mississippi River town of Guttenberg as a place for tourists, businesses, workers, and residents to invest their time and money as they enjoy the beauty and splendor of a cluster of spectacular natural sites."*

Puzzle Piece Riverfront Development

Status update

Recognizing the importance of and the potential for riverfront development, Guttenberg has made significant progress in development of their riverfront since they last submitted an Iowa Great Places proposal.

The City and Riverfront Development Task Force worked with the Iowa DNR, the Army Corp of Engineers and US Fish and Wildlife to finalize an environmentally sensitive plan for development of a downtown riverfront marina and submitted the necessary 404 permitting for construction of the marina to the US Army Corp of Engineers. The Public Hearing for the permit has been completed.

The City and Riverfront Development Task Force secured additional funding through the National Scenic Byways Program and the Dubuque Racing Association for the marina, educational kiosks and development of a new city signage plan that will direct visitors.

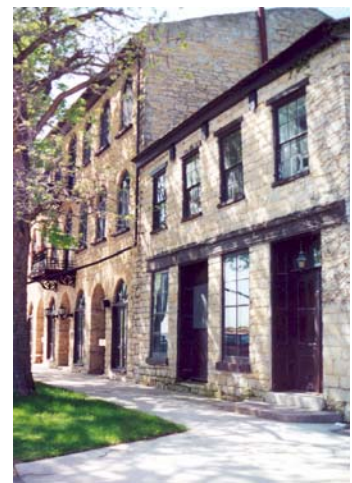
The City and Riverfront Development Task Force submitted a grant to the Iowa State Recreational Trails Program to the Iowa DOT for the shoreline trail that will connect the proposed marina with a IA DNR handicapped accessible fishing access and the US Fish & Wildlife Bottomland Forest Interpretive Trail.

The City and Riverfront Development Task Force submitted a Federal Boating Infrastructure Grant to the Iowa DNR to fund portions of the marina and submitted a REAP grant to the State of Iowa to complete restoration and development of Big Springs Nature Area and the North and South overlook.

Guttenberg also completed renovations and updating on public restrooms at the proposed marina site and continued to work with the Keep Iowa Beautiful Program to enhance the riverfront experience for visitors.

Community members continued to provide input on the riverfront development plan at public meetings and volunteers met with county and regional planners as well as state and federal legislators to share their vision for riverfront development and request funding.

If selected to be an “Iowa Great Place” Guttenberg is ready to implement and complete riverfront development, including construction of the new downtown marina, a shoreline trail and seven educational kiosks, in 2007! Development of the riverfront will enhance the seven dynamics of Guttenberg and elevate the river community to a point of greatness by creating an ‘exit’ from the Mississippi River for the thousands of mariners that currently bypass the historic downtown because there is no downtown marina. It will also provide a dynamic new point of entry for residents and visitors wanting to access the Mississippi River or the Upper Mississippi River Fish and Wildlife Refuge from the Great River Road or the Mississippi River Trail. The increased movement of people from and to land and the river will generate a synergy in the historic downtown business district, creating new and expanding business opportunities.



Dimensions of Guttenberg

A Unique Sense of Place

The Unique Sense of Place found in Guttenberg has been described by many national writers. **Guttenberg's abundant natural resources, prime location on the Mississippi River, historic limestone buildings, scenic river bluffs, and strong German heritage have earned it a reputation as "Little Germany."** The community recently started a campaign to strengthen its connections to its natural resources with their *Naturally Guttenberg* campaign. They are also taking measures to ensure the long-term viability of their historic roots. Many historic limestone buildings have been revitalized as individual private homes, businesses and historic districts listed on the National Historic Register. The German immigrant heritage and the natural resource history of the community create a tangible sense of place that is passionately celebrated by residents and visitors. This project will enhance that sense of place by developing the riverfront in the historic downtown.



The Mississippi River and the Upper Mississippi River National Fish and Wildlife Refuge surround and define Guttenberg. Today the country recognizes this refuge as one of the United State's premier wildlife havens. The river and refuge are hunting and fishing paradise for residents and thousands of visitors each year who flock to this major flyway as surely as the waterfowl. Sixty percent of the birds in the United States use this as their major flyway.



Visitors to the Guttenberg and the Upper Mississippi River National Wildlife and Fish Refuge that surround it discover a wide variety of wildlife viewing opportunities that varies with the season. This project enhances those opportunities by providing a marina, a shoreline recreational trail and educational kiosks that provide access and information to and about these nationally renowned resources right in the heart of Guttenberg. It complements and adjoins the new Upper Mississippi Bottomland Forest Interpretive Trail, which was recently created to increase access to the bottomland ecosystems of the refuge. It will also connect the new downtown marina to Ingleside Park, which is the longest stretch of green riverfront in any community on the Upper Mississippi. **This project expands opportunities for visitors that are traveling on the Great River Road or the Mississippi River Trail in Guttenberg. Giving them improved access to the river. It will also enhance access for mariners that want to get off the Mississippi River and enjoy the natural areas and spectacular vistas in Guttenberg.** The Big Springs Nature Site, an eleven-acre site just off the Great River Road that includes a cascading and waterfall and two



scenic overlooks will all be accessible for mariners wanting to explore the bluffs that surround Guttenberg.

Guttenberg's unique sense of place is also tied to Lock and Dam #10, which handles more tows, tonnage and barges than any other lock from Guttenberg to Minneapolis. Statistics show 8,144 vessels passed through the facility between March 21 and December 11 of 2003. Millions of tons of cargo and thousands of pleasure craft pass through each year. An observation deck allows tourist from around the world to view the spectacular sight of barges and pleasure boats locking through the dam gates. Development of the downtown riverfront will allow these mariners to access the downtown.

Guttenberg residents of all ages share a pride in their town. Their outreach to visitors and newcomers goes way deeper than signs and smiles. They have successfully utilized the Keep Iowa Beautiful Program, planting flowers, putting in new garbage containers, adding annual plantings along the river and in historic district. They have traditional organizational leadership including elected and appointed boards. They also have over 20 community boards, task forces and working committees as well as dozens of volunteer organizations. These groups are lead by natives and newcomers that are actively working together to preserve, promote and improve Guttenberg. These volunteer groups have been directing dozens of projects that preserve and expand Guttenberg's historic and natural resources. including Naturally Guttenberg Inc., Riverfront Development Task Force, Rotary Club, Ingleside Club, Guttenberg Heritage Society, Wellness Center Advisory Group, Acts of Kindness, Eagles Club, Ducks Unlimited, AmVets, the Guttenberg Book Club and others. The Riverfront Development Task Force is most directly engaged with this project. They are comprised of local volunteer citizens and local government employees with assistance from nonprofits and state and federal government employees. They conduct research, write grants and press releases, recruit new partners and make recommendations to the Mayor and the City Council.

Development of the riverfront fits in perfectly with the new kind of economic development that Guttenberg is promoting. It will improve opportunities in tourism and service sectors and increase emphasis on preserving and promoting Guttenberg's natural strengths. Guttenberg's new campaign invites visitors, residents and businesses to come to Guttenberg, *"The Natural Place to Do Business, Live, Work and Play."* The Guttenberg website, <http://www.guttenberg-iowa.org/>, provides information on Naturally Guttenberg, Inc., a non-profit group formed to enhance economic well-being of Guttenberg and its residents by creating a positive environment for business, service, tourism and retail growth and development that will retain and attract investments and generate new wealth. A new marketing brochure was developed and an Ambassador Program was launched in the summer of 2005. The Ambassador Program includes a group of 21 residents who are helping to recruit new businesses.

The City of Guttenberg has partnered with many organizations over the past six years to enhance its sense of place, restore its natural and structural resources and increase access to some of its most unique attributes. Ongoing activities include:

Development of a downtown marina including shoreline amenities

Development of an interpretive project including seven educational kiosks and new signage

Development of a trails system connecting prominent natural resource areas in and near Guttenberg

Completion of the Upper Mississippi Bottomland Forest Interpretive Trail

Construction and enhancement of bathroom facilities at natural resource sites

Restoration and enhancement of a historic roadside overlooks

Access development, including parking, trails, utilities to Big Springs Nature Area

MRT signage to the Great River Road between Guttenberg and Pike's Peak State Park-McGregor

Expansion and promotion of listings on the National Historic Register

Marketing and promotion of the Cassville Car Ferry

Promotion of Mississippi River Flyway to birding enthusiasts

Engaging Experiences

Activities associated with the abundant natural resources are central to Guttenberg's social environment but celebrations, festivals, and events also provide authentic enjoyment for young and old alike. Family oriented community activities, educational enrichment and entrepreneurial encouragement provide additional opportunities. Development of the riverfront will enhance all of these experiences.



The sandbars and backwaters of the Mississippi River draw many visitors to Guttenberg. Public and private boat ramps, docking facilities, including a handicap accessible fishing dock, are both north and south of the dam. Visitors, take advantage of houseboat, pontoon and fishing boat rentals. Guttenberg is a fisherman's paradise. Anglers of all ages catch fish from the bank or dock at the Department of Natural Resources Boat Ramp near the intersection of South River Park Drive and Koerner Street. In 2004/2005 a new handicapped accessible fishing pier was constructed in the downtown. Ice fishing is a popular winter sport at Bussey Lake located north of Lock and Dam 10 just off Great River Road County Route X56 at the Marina Road. Fishing licenses, bait and tackle, boat and motor rental and barge fishing are sold at several Guttenberg outdoor shops. This project will enhance these opportunities by providing a new marina and additional access to fishing from the shore of the Mississippi and connecting the new marina to the DNR's handicapped fishing pier.



The area surrounding Guttenberg is recognized for its waterfowl habitat, drawing thousands of hunters and bird watchers each year. Recently several partners joined

together to enhance the experience for users by implementing the Guttenberg Waterfowl Ponds Habitat Project. The project was planned under the authority of the Upper Mississippi River System - Environmental Management Program. The project was designed and finally completed in 1997 as part of a cooperative effort of the U.S. Army Corps of Engineers, the Iowa Department of Natural Resources, the U.S. Fish and Wildlife Service, and local interests. The project increased vegetation coverage and plant species diversity for food production. The ponds created by the project also provide good habitat for wading birds, rails, snipe, and passerines and improved fish management. This project enhances those efforts by providing information about the ecosystems and providing increased viewing options through a newly developed Mississippi shoreline trail. The marina will provide opportunities for waterfowl hunters to come ashore for breakfast or to end the day in Guttenberg.

Children are especially thrilled to observe live Mississippi River catfish at *The Guttenberg Aquarium and Fish Management Station*. Operated by biologists with the Iowa Department of Natural Resources, the exhibits include a large selection of live Mississippi River fish and trout found in local streams. Buttons made in Guttenberg from shells are on display. In the early spring months, Northern Pike are spawned in the hatchery. The Guttenberg Aquarium and Fish Management Station is part of the Great River Road Interpretive Network and is linked to the National Mississippi River Museum and Aquarium in Dubuque and other cultural sites that tell the stories of the Mississippi River. This project will enhance these engaging experiences by providing an opportunity for mariners to get off the river at the new downtown marina and walk along the shoreline trail to visit the Guttenberg Aquarium and Fish Management Station. The Mississippi shoreline trail developed through this project will connect the Guttenberg Aquarium and Fish Management Station to the newly developed downtown marina.



Guttenberg is a great place to relax and spend quality family time. Ingleside Park, a mile long stretch of park along the river, boasts 90 benches, tables and grills plus two gazebos where they can, and do, spend time. Family movies are shown each summer month in Ingleside Park. Two shopping districts, including the historic downtown and Highway 52 corridor, provide opportunities for visitors and residents to explore unique shops and restaurants and find one-of-a-kind treasures. Growth in the downtown includes a one-of-a kind artistic jewelry boutique, and a coffee shop. Some visitors choose to have lunch in a riverfront dining establishment where they can use provided binoculars to view eagles or watch the barges. Others opt to enjoy authentic German Cuisine and locally-grown foods at a renovated stone warehouse that has been converted to a restaurant. Local flavors such as fried catfish, German bratwurst and homemade apple pie can be found in Guttenberg, as well as sandwiches, pizza and burgers. Many visitors simply choose to relax and spend their time



watching the Lock and Dam system. These visitors will enjoy the improved signage and interpretation that is enhanced through this project. They will also have increased opportunities to explore the shoreline on either the newly developed trail or at the marina.

Cajun Fest, a new festival, was recently introduced into the community to celebrate the spirit of the river. Music, Cajun cuisine, fun and games for all ages was held in the river park of the historic downtown.

Guttenberg's strong German heritage is evident all year round in various shops and restaurants but it is celebrated in style during German Fest, Guttenberg's annual celebration. German Fest is held the fourth weekend of September while fall foliage is at its



peak. Highlights include games and crafts for the children, live German music under a large tent, featuring Guttenberg's own German Band. The event also includes dozens of food vendors, a beer garden, arts and crafts vendors, and a Children's Story Book Costume Parade. Many visitors simply enjoy the German cuisine at local restaurants, which are packed during this festival. The festivities are held in Guttenberg's downtown historic district. Old timers and newcomers alike work together to pull

off this festival, which welcomes and entertains thousands of visitors from near and far including Germany, Wisconsin, Minnesota, Illinois, Missouri and Iowa. Completion of the riverfront development will provide new opportunities for these visitors, creating new opportunities to explore the riverbank and shoreline just outside the door of some of the most popular restaurants. It will also provide additional downtown parking near the marina and improve opportunities for mariners to access the event.

Every January thousands of visitors gather to enjoy Guttenberg's Eagle Watch Weekend. America's national bird graces the Mississippi River along Lock and Dam #10 and entertains visitors from all over the world. The Bald Eagles gather over the open water near the lock to catch dinner. Visitors and residents are provided spotting scopes to capture every detail of the eagle in flight. Diners at a riverside restaurant, which provides binoculars, can barely keep their eyes off the view from the windows where 50 or more of the majestic birds wheel above the water, roost in trees or circle open water below as they search for food. During the annual Eagle Watch Weekend, residents and visitors, young and old, have an opportunity to get up close and personal with live eagles that are brought in for educational purposes. Special events such as displays, videos, live bird demonstrations, ice carving demo's, snow sculpting for kids and a winter art show featuring Clayton County Artists are also popular with attendees. The new parking at the marina will increase the capacity of the downtown for this event and the Mississippi shoreline trail will increase viewing options.



Each Fourth of July the annual Stars and Stripes River Day is held, providing, music in the park, children's games, food vendors, and craft booths begin early in the afternoon and continuing until the parade at 7:00 p.m. Fireworks at dusk are set off over the Mississippi. The new access to and from the river is certain to improve this event.

Guttenberg proudly offers a Walking Tour of 25 of the highest profile historic buildings in downtown Guttenberg. Many of the majestic limestone structures are pre-civil war era and are on the National Historic Register. One of the favorite stops on the tour is at 701 South River Park Drive. Today it is known as *The Landing...A River Front Inn* with Landing 615, boat docks, rentals, and gas behind the building. It is the last of the three stone warehouses along the riverfront. Historically, a button shop opened in 1910 in this building and operated until 1950 when plastic buttons put an end to this mode of button manufacturing. Clamshells with round holes can still be found along the riverbanks next to the warehouse. The Landing will have direct access to the new shoreline trail developed through this project and since it will be adjacent to the marina it will provide lodging for visitors using the marina.



531 South River Park Drive

Art and Artists of all ages are respected and celebrated in Guttenberg, which recruits new artistic entrepreneurs and showcases others during several events. Each year the Celebration of the Arts is held in conjunction with German Fest in September. Although some entrepreneurs have already recently located new art related businesses in downtown Guttenberg, this project will enhance opportunities for artists by bringing in mariners that want to visit shops in the downtown district.

A Rich, Diverse Social Fabric

Residents and visitors that grace this Mississippi River town find Guttenberg's social interaction is more like an intricate, lively crazy quilt than a fabric! Each piece of the population is tied to the others. They compliment each other and welcome new additions, whatever the shape or color. Guttenberg's social scene includes traditional groups like the boy scouts, the VFW, church organizations, recreational leagues, the public library, a senior meal site, book club, rotary club, a lively farmers market, and monthly family movies in the park. That social scene also provides nontraditional forums for social interaction including groups like ROMEO and KISS that celebrate diversity and provide engaging social interaction. The community joins together to entertain thousands of visitors of all races and ethnicities at festivals and celebrations but also encourages individuals through clubs and organizations that exist just to meet the needs of new and existing community members. **Guttenberg reaches out not only to celebrate its rich heritage with others but also to find out what they can do to make other peoples wishes come true and meet their needs. They are truly engaged in making their town a place where life is enjoyed by all people.**

New individuals and families are welcomed with a Naturally Guttenberg Welcome Wagon but it is more extensively demonstrated through *Naturally Guttenberg Inc.* as described in the Vital Creative Economy Section of this proposal. *Naturally Guttenberg Inc.*'s outreach has resulted in substantial growth in the minority population and is expected to impact future diversity.

The public lands mentioned throughout this proposal provide a plethora of gathering places for groups of all ages that enjoy outdoor activities but they have not historically been accessible to all segments of the population. Guttenberg has been working over the past three to five years to increase universal access to public places. They have successfully secured and pledged funding to increase access to several new public parks and are currently working to increase universal access to additional sites. Guttenberg is putting in several handicapped accessible sites include the two scenic overlooks and Big Springs nature site. The river walk and two handicap fishing piers, one constructed in the heart of the downtown south of Lock and Dam 10 in 2005, and the other at Bussey Lake north of Lock and Dam 10, already provide handicapped accessibility. Ingleside Park is also designed to be universally accessible and meet the needs of all age groups. It includes play equipment for children, picnic sites and benches for relaxing. It also provides universally accessible restrooms. This project will enhance opportunities by providing additional options for handicapped residents and visitors to fish, explore the shoreline or boat.

Guttenberg has placed a priority on making natural areas accessible to all ages, abilities and cultures without destroying delicate natural resources. Preserving rare natural resources sometimes increases the cost of the projects. Guttenberg has assigned task force teams and committees to work on these delicate tasks with their partners. Guttenberg recently completed several physical accessibility projects that increased accessibility to man-made structures throughout the town. Projects included the Downtown Revitalization Project in 1990, which updated the business area in downtown area with handicapped access crosswalks, the Municipal Building renovation in 1994, which included the addition of an elevator allowing access to all 3 floors, and additional handicapped accesses leading from River Park Drive to the scenic sidewalk. The City of Guttenberg also recently helped pay for the construction of the DNR handicapped fishing ramp completed in 2005. The infrastructure completed through this project will also connect directly to the downtown, the Iowa DNR handicapped fishing ramp and additional handicapped accessible trails.

Many other ‘third places’ exist in Guttenberg, where engagements of social interaction are encouraged. Including a downtown coffee shop where young adults and entrepreneurs can pick up a latte and socialize, the restaurant on the Mississippi River that provides binoculars for patrons wanting to spy an eagle or check out passing riverboats, and the local pizzeria that makes a hometown pizza unlike no other found in the area. Additional man-made infrastructure such as the city swimming pool, the library, the Iowa DNR aquarium, and local churches also provide gathering places. **Clayton Ridge Schools has a policy in place to protect the rights of all students, regardless of gender, race, religion or sexual orientation.**

The rich social diversity in Guttenberg is honored, valued and involved! Examples that demonstrate this include the Guttenberg Care Center, Random Acts of Kindness, Santa’s Workshop and Unlimited Services. These groups epitomize community interaction at its best and illustrate the social comradely and diversity that flourishes in Guttenberg. Development of the riverfront will provide additional opportunities for these groups to engage in outdoor activities.

A Vital, Creative Economy

Guttenberg has a mix of businesses including: manufacturing, (metal fabrication, plastics, and tool/die) health care (hospital, dentist/doctors office, assisted living facilities, long term care facilities), telecommunications (call center) retail/commercial (antiques, floral/gifts, coffee shop, boat/car dealerships) educational (pre-school, private/public school system, home day care) entrepreneurial, (magazine publication, custom jewelry, and custom embroidery) and service oriented (motels/bed & baths, restaurants, convenience stores, camping, and insurance/real estate). Many of these businesses have diverse ownership. Guttenberg's businesses provide diverse employment opportunities for many different segments of the population. Although the averages wage for the county is only \$10.60 per hour, the capital generated from many of these businesses is local profit that is re-circulated. Not only do these local companies invigorate the economy, the business owners are also actively involved in the community.

As of July, 2005 unemployment for Clayton County was down substantially to 4.9% from 11.4% in January 2005. The January figures, in-part, reflect the closure of a manufacturing plant located in Guttenberg. **When the City lost 200 manufacturing jobs associated with the plant, the City responded with a positive attitude! Several economic development leaders and groups joined together with the City to develop a new economic development plan. The group, a merger of the Guttenberg Economic Development Group and the Guttenberg Civic and Commerce Club which eventually formed "Naturally Guttenberg Inc.," "a non-profit group formed to enhance the economic well-being of Guttenberg and its residents by creating a positive environment for business, service, tourism and retail growth and development that will retain and attract investments and generate new wealth."** This mission is accomplished through strong leadership provided by Naturally Guttenberg, Inc. and in collaboration with private and public community, county and state partners.

Today the vacant manufacturing plant in Guttenberg's Industrial Park has been purchased and opportunities in the tourism and service segment of the community continue to improve. Long standing and new residents have taken hold of the entrepreneurial spirit to start or expand businesses in Guttenberg. Development of the riverfront will bring in new buyers for these businesses and open up new opportunities for additional ventures.

Naturally Guttenberg has a marketing plan "sales team" that actively works with potential, new and existing businesses to explore all incentives and opportunities. These opportunities include Tax Increment Financing and tax abatement available, along with Enterprise Zone and other state financial assistance. To increase effectiveness, business and governmental leaders are participating in MyEntre.net seminars through Clayton County Economic Development. Today the community assets available to entrepreneurs and businesses are substantial for a community the size of Guttenberg; Security State Bank and Valley State Bank boast 91 million in combined assets or available financial sources.

With urging from Naturally Guttenberg Inc., the City contracted Smart Solutions Group Inc. to develop a new economic development and marketing plan for Guttenberg. Over a six month period in 2004 a new vision rooted in sustainable development was created for Guttenberg. The new campaign capitalizes on Guttenberg's sense of place, its history and its abundant natural

resources. Community visioning has built on the natural resource strengths of the area. As a result of this campaign, Guttenberg is encouraging a new kind of economic development that includes growth of their tourism and service sectors and increased emphasis on preserving and promoting Guttenberg's natural strengths. The campaign articulates the communities shared vision and welcomes newcomers to Guttenberg. It creatively markets the community as a great place to raise a family. It was developed with input from local residents and outsiders. The new plan has been put into action at all levels. The Guttenberg web-site <http://www.guttenberg-iowa.org/> provides information on Naturally Guttenberg, Inc. and a logo was developed.



A new marketing brochure was developed and an Ambassador Program was launched in the summer of 2005. The Ambassador Program includes a group of 21 former residents who are helping to recruit new businesses to Guttenberg. The Goals of Naturally Guttenberg Inc. are complemented by riverfront development. They are:

1. Brand and market Guttenberg as the *natural place to do business, live, work and play*.
2. Create a competitive, positive environment for business growth and development, retail sales and tourism.
3. Maintain current business investments and jobs.
4. Increase retail sales by 20 percent in the next three years.
5. Over a three to five year period, generate at least five new investments creating 50-75 new high wage employment opportunities paying above the current average county wage level.
6. Achieve growth in all areas of the economy including business, service, retail, tourism, housing and population.

Riverfront development, with emphasis on a new downtown marina has been a major priority for the community. The community feels a downtown marina would invigorate the economy as nothing else could. Guttenberg's downtown currently lies relatively inaccessible to approximately eight thousand boaters that pass by on the Mississippi River each year. The Mississippi River is Guttenberg's most traveled "Interstate" but there is no off ramp to the downtown. Several local, state and federal partners, as well as private partners, have provided hundreds of thousands of dollars for various components of the project including an extensive environmental impact and feasibility study in and around the proposed site- in the river next to the current DNR landing. The study, which was recently completed, revealed what is considered by experts to be one of the highest quality, surveyed freshwater mussel beds in the nation. The now threatened and endangered mussels were once so abundant they sustained a local button-making factory in Guttenberg. The community feels the marina is imperative to reconnect the thousands of river users to Guttenberg and provide area residents better access to the river, but they also understand that the mussels are an important natural resource. The City and the Riverfront Development Task Force has worked with professionals to draft low impact plan for

the marina. Through implementation of this plan the community will preserve their historic connection to the river and the mussels, while at the same time invigorating their economy.

A Pleasing Environment

Guttenberg has been described as a “Modern Mayberry” because of its friendly people and feeling of safety and innocence. Natural and created environments are maintained with pride and respect by young and old residents. Well maintained and improved natural sites, in and around Guttenberg, are examples of the town’s commitment to protecting and sustaining the beautiful, clean and quiet environmental quality.

The recognition and attention natural and historic sites of Guttenberg have received through Guttenberg’s new economic development plan also illustrates the communities efforts to develop and maintain this pleasing environment. Guttenberg has created the longest riverwalk along the Upper Mississippi River through the help of local service organizations contributions. Another demonstration of the town’s commitment is illustrated by the \$200,000 the City put into feasibility and environmental impact studies they conducted for the proposed Riverfront Marina project. When this study identified sensitive natural communities, the City worked with the engineers to re-design for minimal environmental impact.

In the early 1990’s the historic downtown streetscape was re-created to include pedestrian nodes, period lighting and handicap accessibility. The historic buildings are not left to fall over in Guttenberg; they are maintained and restored with loving care. Guttenberg strives to preserve the past, while building on the future. The 70 buildings on the National Historic Register add character and charm to the atmosphere of the town. As the historic town is filled, growth is planned for the real estate north on Highway 52. The Naturally Guttenberg Product Development Committee meets weekly to address the need for growth and work in concert with the city zoning board. They are supportive of this project which enhances the historic downtown by beautifying the riverfront and making it more accessible and appealing to residents and visitors.

The City of Guttenberg considers the 70 Historic Structures in Guttenberg that are on the National Register, public art. The City promotes these beautiful displays of craftsmanship through their web site, the walking tour and through the Heritage Society. Additional art is located in Clayton Ridge School, which is home to



two significant stained glass works in the north and south public entries. These were completed by students. The Celebration of Art includes street chalk drawings and an exhibition of student art during the annual German Fest. The farmer’s market, which runs from May through Sept.

features local artists. An annual Spring Art Expo features cabinet works, fabric works, paintings and stain glass from the high school art department. There are several relief sculptures placed in prominent locations throughout the town. These sculptures were created by High School Arts classes. They are reminiscent of Norman Rockwell paintings. At the library the sculpture is of children reading. At the hospital it is of a doctor. At City Hall the sculpture is a fireman. Development of the riverfront includes the creation of seven new kiosks that will provide period interpretation of natural resources. They are being designed to have artistic benefits as well as educational benefits.

A Strong Foundation

Guttenberg contains infrastructure that is available, accessible and responsive to their community members and visitors but they are currently working to increase their infrastructure and make their community more accessible to thousands of mariners traveling by on the Mississippi River.



Guttenberg is accessible via some of the most beautiful highways in the state including Highway 52, the Mississippi River Trail and America's Byway Great River Road. Guttenberg has already secured funding to enhance the overlooks on Highway 52 and they are working with the Iowa DOT to develop a multi-use trail along Highway 52 that will provide a major section of a loop around Guttenberg to connect the Mississippi River, Ingleside river walk and several City, State and Federal parks to each other.

Guttenberg has a history of community-developed welcome and directional signs. They also recently worked to develop a new town map that will be used to direct visitors and have obtained funding to unify signage, carry their new message through the town and direct people to natural and historic areas throughout the community.

Guttenberg has had an increase in recreational activity along the Mississippi River. This activity, combined with an increased awareness of the natural surroundings of Guttenberg, has spurred the proposal of a full service marina. It has increased the need to create a Mississippi River exit into our place. RV campsites have increased usage, calling for the creation a new campground and new housing developments have created a need for improvements in roads and water/sewer main extensions. These needs have been met by this small community, both publicly and privately, as Guttenberg rises to the challenge to truly be a *Great Place* but this project will enhance these activities by providing additional public facilities and opportunities for recreation along the Mississippi River.

A Creative Culture

Guttenberg's rich history was documented by authors Walt Jacobs in the 1980's, and Barbara Leitgen in 2005. However the fascinating experience that is Guttenberg is being told by dozens of creative writers, including journalists in travel magazines, and web-based business entrepreneurs that find themselves falling in love with Guttenberg. Today an antidotal

Guttenberg history is also being written by an area journalist. The antidotal history is certain to be a best seller! It might be the smoke from the campfires, the fresh air and water of the natural places, the lapping of the river on the shore or the ghosts in the historic buildings that make it a creative community but something surely does. **Guttenberg is infected with a shared attitude of optimism and a diverse creativity.** Since the riverfront is an integral part of the cultural district and has played a pivotal role in the establishment of Guttenberg, the town's rich German culture and heritage will be enhance through development of the riverfront.

Entrepreneurs start small businesses that thrive, artists create jewelry, poetry and paintings, new ideas are not only thrown around like worms on a child's fishing pole, they catch on and develop into big action. Support for creative entrepreneurs is provided through various avenues including TIFF, My Entre.net, which is a UNI School of Business initiative which has been introduced in Guttenberg this fall, SBA Loans and Naturally Guttenberg. Guttenberg has been recognized by the Iowa Arts Council for their innovative approach to fostering artists and art entrepreneurs. Today there are several successful professional artists in this small town including, two jewelry makers, a stain glass artist, a painter, a needlework artist, several published authors, home to River Writers's Collective, three home grown bands & other musicians and a sand artist.



Several new or expanding businesses have opened within the last three years. They include: The Buzz Coffee Shop, Unlimited Services, The Landing, Bella Jewelry, The Antique Mall, Custom Embroidery, The Village Green, Winegar Works, and Whitetails Fanatics Inc. **These creative enterprises, especially those located downtown, will be encouraged and invigorated by the visitors that are drawn off the river and into the downtown through the riverfront development.**

MOVING FORWARD INTO THE 21ST CENTURY

The City of Guttenberg along with our private, public, local, Clayton County, State of Iowa, and federal partners invite Iowa Great Places to join us in our mission, to recreate the Mississippi River town into a place for tourists, businesses, workers and residents to invest their time and money as they enjoy the beauty and splendor of a cluster of spectacular sites. The natural beauty and abundance of natural resources in and around our Mississippi River town are only matched by the spirit and commitment of our residents.

Our Riverfront Development Project has been a major priority for the community for the past five years. The community feels a marina would invigorate the downtown economy and move it forward into the 21st century. Guttenberg's downtown currently lies relatively inaccessible to over 8,000 boaters that pass on the Mississippi River each year. The Mississippi River is Guttenberg's "Interstate" to the east and there is no exit ramp to this historic German place.

A large part of the funding has been secured and some additional applications for funding are pending. We are asking Iowa Great Places to help us complete this plan to move our great community forward.

STATUS OF PROJECT

Work has continued on the Riverfront Development Project since our Great Places 4th place finish in 2005. Extensive environmental impact and feasibility studies have been completed. The 404 Permit has been submitted to the USACE for the construction of the marina. \$200,000 has been secured through the National Scenic Byways funding for paving, sidewalks and educational kiosks for the project. A \$343,645 State Recreational Trail Grant has been submitted for the project (outcome Nov. 2006). Submitted a \$500,000 federal earmark request through Sen. Grassley's office and sent a representative to Washington DC (outcome Jan. 2007). A \$451,709 Boating Infrastructure Grant has been submitted for the 2nd phase of the project (outcome Feb. 2007). A \$6700 grant through Dubuque Racing Association was obtained for improved signage directing visitors to the project area and other landmarks. Submitted a \$75,000 REAP Grant for trail improvements between two nature sites.

The Riverfront Development Project creates a vision, which has not changed. The project creates a full service marina with full amenities of boat docks, boat slips, boat ramp, parking and restroom facilities. Phase 2 of the marina project will add a full service building with washers, dryers, showers and convenience items. The project will create kiosks that will direct and educate visitors through out the community to a series of nature sites. The project adds a shoreline trail which connects the historic downtown and US Fish & Wildlife Interpretive Trail with universal access and fishing opportunities.

TIMELINE OF PROJECT

The Riverfront Development Project is scheduled to begin Nov. 2006 and be completed by May 2008. Several key financial components are expected to be in place, along with the completion of the 404 Permitting process by Nov. 2006. Engineering selection should begin Nov. 2006 and continue through Feb. 2007. Design details will be finalized from Feb. 2007 through July 2007. July 2007 through Oct. 2007 will be the bid letting period. Construction to begin Oct. 2007 and completion by May 2008.

BUDGET-RIVERFRONT DEVELOPMENT

PHASE 1: MARINA, EDUCATIONAL KIOSKS, SHORELINE TRAIL

Marina

Sitework	23,000.00
Mechanical Dredging	110,000.00
Shoreline Stabilization	204,000.00
Wetland Mitigation	100,000.00
Mussel Relocation	25,000.00
Slips/Docks	617,000.00
Water/Elect Pedestals	115,000.00
Perimeter Ice Protections System	20,000.00
Paving	478,000.00
Water Main	46,000.00

Sanitary Sewer	68,000.00
Electrical	53,000.00
Design & Construction Adm.	652,000.00
TOTAL	2,511,000.00

Educational Kiosks

Construction	50,000.00
Design & Construction Adm.	10,000.00
TOTAL	60,000.00

Shoreline Trail

Sitework	50,371.00
Retaining Wall	169,160.00
Rip Rap/Shoreline Stabilization	28,691.00
Legal/Permitting	29,980.00
Design & Construction Adm	89,940.00
Contingency	89,940.00
TOTAL	458,082.00

Guttenberg Riverfront Dev. Phase 1 Total Costs 3,029,082.00

SUPPORT

IDED Community Attractions & Tourism Grant	500,000.00
(Fed) America's Scenic Byways Grant	200,000.00
City of Guttenberg	300,000.00
Clayton County	23,000.00
Funding Sources Assured	1,023,000.00

IA DOT State Recreational Trails Grant	343,645.00
Federal Appropriations	500,000.00
Funding Sources Anticipated	843,645.00
Guttenberg Riverfront Dev. Funding Sources	1,866,645.00

Guttenberg Riverfront Dev. Remaining Need 1,162,437.00

PARTNERS

In the spring of 2001 a group of interested citizens recognized the need for riverfront development to improve the economy of Guttenberg and the surrounding area. The group, known as the Riverfront Development Task Force, was appointed by the Mayor in the fall of 2001. The Riverfront Development Project was adopted by “Naturally Guttenberg” (the combination of the City’s Economic Development Group and Chamber of Commerce as the most important component in the future growth of the community.

The project has involved the Riverfront Development Task Force, Guttenberg’s City government, Naturally Guttenberg, NE IA Resource and Conservation and Development, IA DOT, IA DNR, MRT, East Central Intergovernmental Association, US Fish & Wildlife, US Army Corp of Engineers, USDA RBEG program, Audubon Society, Clayton County

Conservation, Clayton County Board of Supr., Clayton County Development, local campground developers, local boaters, Ingleside Club, Random Acts of Kindness, Ducks Unlimited, Sen. Grassley, Sen. Harkin, Congressman Nussle, Rep. Roger Thomas, State Sen. Brian Schoenjahn, State Sen. Mark Ziemann and local residents.

This project will be coordinated with the City of Guttenberg and IIW Engineers by the Riverfront Development Task Force. All those that have participated so far will continue to be involved in the completion of the project. It has always been a goal to be open with all the plans and to include to the best of our ability, those ideas that meet the need of the community. The community has been included through a series of meetings. Suggestions have been solicited from IA DNR, USACE and US Fish & Wildlife. The project design has been reworked nine times to create a project that will meet the economic needs of our place and to protect the natural resources for generations to come.

COMMUNITY

Included in our presentation are resolutions of **support from the City of Guttenberg and Clayton County Board of Supervisors**. The Mayor has been involved on the task force together with the city staff and volunteers. In addition, over 12 county, state and federal agencies have been involved in the planning and design of the project. Guttenberg's major industry is our natural resources. Naturally Guttenberg, reflects this in their marketing message "the natural place to do business, live, work or play. **Our local businesses and residents are excited about the increase in revenue it will bring to our area.**

Community togetherness is demonstrated through countless community endeavors including, within the past year: the development of a skate park for youth, the restoration of Lakeside Ballroom for orchestras, country music venues and rock and roll dances, the creation of an interpretive nature trail through US Fish and Wildlife Bottomland Forest, as well as the ongoing annual community festivals of Stars & Stripes Day, Cajun Fest, German Fest and Eagle Watch.

Summary of Opportunities & Partners

Our vision for Guttenberg Riverfront Development will be accomplished with the financial help of Iowa Great Places. In addition, our long term goals to sustain Guttenberg as a Great Place will rely on partnerships with additional State of Iowa agencies.

The Division of Tourism – Assistance in the consultation, planning, designing and financing of a gateway sign on Highway 52 directing travelers to the Mississippi River, Guttenberg natural resource sites and the Downtown Historic District.

Iowa Department of Natural Resources – Assistance in identifying new sources of funding for the additional cost associated with environmentally sound construction of the Riverfront Development Project. Assistance in securing the REAP Grant request for a low impact nature trail from two existing nature sites. Assistance in securing our federal request for Boating Infrastructure Grant Funds for Phase 2 of the marina for transient mariner services.

Iowa Department of Transportation – Assistance in securing the grant request for State Recreational Trail money, along with planning and development of a comprehensive trail system to connect the natural assets of our community.

Iowa Department of Economic Development – Assistance in identifying leads to businesses that fit with the strengths of the community and lead to an increase in the number of jobs and pay scale for citizens in Guttenberg.

Iowa Department of Cultural Affairs – Assistance in preserving and promoting of Guttenberg's historic properties, as well as strategic planning and marketing for self guided tours and historic experiences.

Department of Human Rights – Assistance in finding ways to tell the story of Guttenberg's disability friendly environment and help in finding a grantor to assist with lighting and universal signage along Guttenberg's 2 mile long riverwalk.